1. **MobileAction company profile and value proposition for different products we offer.**

To define the MobileAction company profile, it is needed to know the activities, goals, strengths, culture, and values of the company. MobileAction’s main aim and activities are to help mobile marketers to analyze the market, be aware of their competitors and develop their app marketing strategies with actionable insights. In that direction, MobileAction helps app developers and marketers make important decisions about their apps. So, these app publishers earn higher ranks in app store searches, be more visible and gain a competitive advantage in the market thanks to providing access to data by MobileAction. According to McKinsey & Co. (1998), value proposition is "a clear, simple statement of the benefits, both tangible and intangible, that the company will provide, along with the approximate price it will charge each customer segment for those benefits." Hence, “a great value proposition shows what a brand has to offer a customer that no other competitor has and how a service or product fulfills a need that no other company is able to fill” (Twin, 2022). With that approach it could be said that different products of MobileAction have different specializations and serve their aim properly, so for each product value proposition is quite high. For example, while App Intelligence provides up-to-date information and comprehensive data about any App, Ad Intelligence focuses on analyzing ad networks and getting the best-performing creatives by seeing competitors’ creatives. Therefore, this product leads to increase cost-per-tap and tap-through rates, and also sales.

1. **MobileAction’s ideal customer profile (company type, lifecycle, etc.)**

The ideal customer profile of Mobile action must be suitable both quantitively and qualitatively. They should have some characteristics such as annual revenue, level of organization, technological maturity, or installed technology. The main characteristic of companies, such as Adobe, eBay, and Yellow Head, that trust MobileAction are either digital companies or the company's digital side is very strong also, they have huge economic volume, so they are suitable to the ideal customer profile both quantitively and qualitatively. On the other hand, besides large enterprises, MobileAction ensures precise data to indie developers as well. Therefore, it could be said each customer is different, they have different organizational structures and different key activities. However, the important thing is customers should get the most value from the company, and MobileAction should get the most value from them. This situation also affects the customer life cycle as well. Adapting to various steps of the Customer Life Cycle and ultimately becoming a loyal customer is very important for the customer profile. Because this would increase the volume of existing customers and attract new customers. Moreover, applying Key Performance Indicators in each stage is the best way to understand whether the company is on right track or not, so it is essential to manage the customer lifecycle.

1. **MobileAction’s buyer personas and specific use cases**

Buyer persona of MobileAction provides structure, helps marketing map out, and helps to determine how to sell to the individual. With these personas, the company may focus on the day-to-day challenges customer encounter and can offer a remedy to those challenges, so it is the best way to communicate with the individual. Buyer personas can represent customers at any stage in the marketing funnel, and they have different behavioral identifiers. For example, buyer personas of MobileAction include fresh graduate indie developers or large enterprises which may be gatekeepers of the market like Adobe. Other real-life examples of MobileAction’s buyer persona are Vincent Law from Zoomob Limited and David Prentell from Grafikwerket. These personas and customers have different characteristics, products, aims, locations, and different demands from MobileAction. While Zoomob needed a strategy to laser target the right audience and achieve a positive ROI, Grafikwerket, even though works with very large companies, needed improvement in its app. Therefore, in their special use cases, different products of the MobileAction were used. In the Zoomob case, thanks to the Ad Intelligence product Zoomob achieved a rise of 200% in its ad CTR. On the other hand, in the specific case of Grafikwerket MobileAction’s ASO Intelligence helped to increase their app downloads by 1800%in 9 months.